

## A DAY OF DESIGN

### ADDITIONAL INFORMATION - THE SAN JUAN STAR

Our front page is a blueprint for future electronic newspapers. Like a computer screen, our tabloid format is too small to give full treatment to several stories. Rather than limit our readers to a single cover story, we have chosen to provide them with a directory or menu to the best stories in the newspaper. We give each story a headline and summary paragraph, and direct readers to an inside page for the complete story.

We also believe in keeping things simple. To borrow from James Carville, "It's the CONTENT, stupid!" The only standing element on the page is the nameplate. Our name in black, the Scripps Howard logo in blue, and a red bar carrying the date and price anchor the top of the page. The rest is left available for flexible display of the important stuff - the content. (This also applies to the use of color; we generally let the color in the photographs carry the page, and avoid tinted backgrounds and colored type.)

On Wednesday, February 10, 1993, we chose five stories for front-page display. Our first consideration in designing the page is to decide what the lead story is worth. The breakthrough in Haitian negotiations, we decide, is worth slightly above-average play; a one-line banner with a single secondary line.

The Picture Editor, Editor, and AME/Graphics then choose a lead photograph. The local politics stories have generated mostly press conference pictures - not very compelling. We may win an important baseball series tonight, but it will be hours after our color deadline (we will be pushing things just to get black-&-white for the sports section). The Haitian negotiations have not generated any strong pictures that fit the news peg.

Instead we choose a staff enterprise picture from the Puerto Rican countryside. The best cropping is clearly a strong horizontal, so the picture will run full-page width.

With the top two-thirds of the page determined, we use a copy of the Consumer section cover (Oh, the magic of QuarkXpress™!) as secondary art to break up the remaining third. The local government stories are packaged in one box, and a final box is given to Bill Clinton's economic reform proposals, to be remade for the Sports story if we win the series.